

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62,27

Price lists

# MAY'S VIEWS

*Published in the Interest of Better Seeds and Trees*

## May Seed & Nursery Company

*EARL E. MAY, President*

Shenandoah  
Iowa

February  
1923

Permit No. 15

1c PAID

Shenandoah, Iowa

LIBRARY

RECEIVED

★ MAR 22 1923 ★

U. S. Department of Agriculture



NEW CHAMPION EVERBEARER—25 Strong Plants \$1.00; 100 for \$3.50; Post Paid.

Return Postage Guaranteed

*Wm. H. Aschett*  
*Shenandoah, Iowa*  
*Feb 22 1923*

# May's Views Between You and Me

DEAR FRIENDS:

Liked that catalogue, didn't you? Well, here's some more "seed literature" for your consideration. You see, I can't meet each one of you folks personally, but whenever you write me a personal letter it shall certainly have my personal attention and I want you to consider my general letters as personal to you and then write me about the points which interest you. This is the time of the year when all of us are busy, and we like it too.

## THE SPRING BUSINESS BEGAN A MONTH EARLY

We've had a wonderful winter in Southwestern Iowa. Folks who pulled out for California have wished themselves back with their wasted dollars in the bank. Most every day has been bright here; no snow, and the temperature has been just low enough to put snap in the air. I don't know whether the open winter had anything to do with it or not, but anyway my spring orders are coming a month and a half ahead of the normal season. But I was fixed for it and have been meeting this early demand satisfactorily.

## MY BIG CATALOGUE HAS PROVEN A WINNER

Did you ever get up a catalogue? If not, then you have no idea of the amount of detail work needed to assemble the material, get it printed and mailed out to my large list of customers. In view of the early ordering, I count myself lucky to have gotten the big, general catalogue out to you early. And the returns show that folks have been reading it for results. They must have liked the catalogue and they must have confidence in my seed and nursery goods because they are writing me and complimenting me on it. You see I believe in the goods I boost and when you folks show your faith in me, my seeds and nursery stock, by sending in a nice order, why I'll say that no man living is getting any more thrills out of his work than I am. NOW I WANT TO SEND A LOT OF YOU FOLKS BACK TO THAT "GOOD BOOK" OF MINE FOR IT CONTAINS THE "GOSPEL" OF GOOD SEEDS. Dig among the newspapers in the rack up under the clock shelf, get that book down in front of the stove and go over it carefully. I BUILT THAT BOOK FOR YOU. It's a mighty good spring tonic.

## LET ME BE YOUR GARDEN SPECIALIST

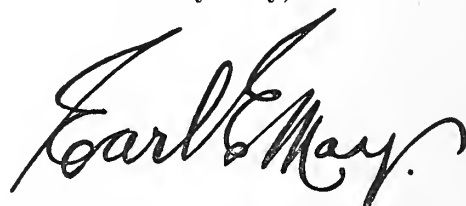
I don't want your dental work or your shoe repairing or your hair cutting. These are not in my line. BUT I DO CLAIM TO BE ABLE TO TAKE CARE OF YOUR NEEDS IN THE SEED AND NURSERY LINE. You may have my years of experience for the asking. I put

my training and experience back of my seeds and nursery stock and you reap the benefit. It doesn't matter whether your garden plot is large or small, I am interested in making it an efficient garden. Not only one that is attractive to look at, but one that will yield good things for your table every day. It doesn't matter where you live; I can help you make the right selection of seeds, trees, shrubs, flowers and vines to fit your situation and tell you how to take care of them. My catalogue is as complete as a general catalogue can be. It covers in detail the things you need for farm and garden; describes in great variety flowers, shrubs, vines and trees; the cream of fruit trees and berries worthy of a place in the lap of "Old Mother Earth" is listed; its poultry section is unusually complete from baby chicks to the last requirement in the poultry business. All this book needs to make it a force in building better crops, poultry, homes and happy people is your immediate action, co-operating with me in getting honest goods into circulation.

## AND BY THE WAY

Mail your seed, tree and poultry troubles to me. You'll never trouble me with your troubles. If your garden is a failure, don't just sit down and let your neighbor gloat over your fizzle. He will have nothing on you after you get my service in seeds and advice. Don't care whether your troubles take the form of soil, bugs, parasites, cultivation or what-not, just send them along and I'll be happy to help you reach success. You can get for a postage stamp the information that cost me years of training and experience.

Yours very truly,



P. S.—I decided long ago that I couldn't furnish all the seeds and trees in the world, so I decided to grow and furnish ONLY THE BEST of them. E. E. M.

Shenandoah, Iowa, February, 1923.



Earl E. May

# LETTERS! LETTERS!! LETTERS!!

The other evening I came home at 10:30 p. m. from the Seed House with an arm full of letters. Mrs. May says, "Earl what are you going to do with all those tonight?" "Well," I says, "I intend to read all these letters through this evening." So I went at it—stayed up until 12:30. Fact is, I didn't notice it was so late until I'd finished.

My, it is interesting. It is so refreshing and neighborly to read them: Makes me feel like I know you all, because a letter is the next thing to a visit from the sender, I just wish I could print them all. Here's one to Mrs. May from Vermont. Now really, can't you just see this lady? Don't you actually feel that you know her? She didn't tell me I could print this, but I think it so nearly says the things about a garden that we all like to think about that I want you to read it.

Mr. E. T. Meredith of Des Moines publishes a magazine called "Fruit, Garden and Home." It's a mighty good paper—just full of good articles about gardens and flowers and home subjects.

I asked my wife to write just a word to put in the January issue of that paper, for I figured that she would know a whole lot better than I would, how to tell women about the things we have to sell.

Now here is a letter from Mrs. Bugbee to my wife. A lot of us, too, have said: "Thank God for a Garden" and can heartily second what she says.

My Dear Mrs. May:

## "THANK GOD FOR A GARDEN"

Hartford Vermont.

You will think this is an unusual way of sending for a seed catalogue, but I am a subscriber to "Fruit, Garden and Home," and of course I read your letter written to the women gardeners, of which I am one. I would like to see one of your catalogues. I am ever on the lookout for something new to try. I enjoy my garden. In it at work I forget all trials and troubles of daily life. Have you read Ellis Parker Butler's article, "Thank God for a Garden," in the January number of "Fruit, Garden and Home"? It is so true in all ways. I understand so well and I surely can sympathize. The work seems never ending and it is so hard at times but I, too, have said many times "Thank God for my Garden." You will kindly enter my name on your list as one who desires to have one of your catalogues. Yours very truly, Mrs. Ernest F. Bugbee.

### 10 BUSHELS OF NEW BOUNTIFUL TOMATOES

#### FROM 1 PKT. SEED

Dear Friend May: Salem, Iowa Jan. 16, 1923.

I bought of you last spring some seed of the New Bountiful Tomato and from 100 of those plants I picked one day in August at one picking, about 10 bushels of Tomatoes. They are the greatest yielders I ever saw. The ground was so covered with Tomatoes that it looked like the ground was red. E. R. Foss.

#### 99 OUT OF 100 GREW

Friend May: Gifford, Ia., Jan. 22 1923.

Last year I got 100 Grapes from you and last fall there were 99 of them living. They were nearly every one over five feet tall. I never saw anything do better. I will need some more to finish out. I think I will get 100. I think I can use 50 or 60 and my neighbor who thinks my grapes wonderful wants some. R. A. Fuller.

#### GOT SPLENDID RESULTS

Dear Mr. May: Oakwood, Ill., Jan. 8. 1923.

The Grapes, Currants and Blackberries we got from you last year gave splendid results—Gus Jacobs.

#### CORN SHIPMENT PLEASES

Dear Mr. May: La Crosse, Kan.

Received your shipment of corn and am well pleased with it. Very truly yours, R. J. Silkett, County Agent.

#### SATISFIED

Dear Mr. May: Winchester, Ill., 12-26-22.

Please send me your complete Fruit and Seed Catalogue for Spring 1923. We were well pleased with your order this last spring and wish to find things as satisfactory in the future. Your customer, Wilbur R. Gibbs, Rt. 3.

### MAY'S GARDEN SEEDS GIVE FINE RESULTS

Dear Mr. May: Inavale, Neb., Jan. 17, 1923.

Have intended to write you all winter. The seed I received from you was great—I have recommended them to all I have seen. The Tom Thumb Peas are the best peas I have ever grown. They bear abundantly and are also everbearing. The pencil pod black wax beans are the only kind for me—they had beans on till frost and such tender stringless beans.

I am sure going to favor you with my orders this year too. Please send me a catalogue. Sincerely, Mrs. Herb. Lambrecht.

P. S.—It is a pleasure to plant garden when you have such fine results.

#### PROMPT AND EFFICIENT SERVICE

Dear Mr. May: Lyons, Neb., Jan. 27, 1923.

The Cockerels I ordered from you arrived safe and in good condition and I must say they are beauties and I am well pleased with them. I wish to thank you for your promptness in filling my order for I mailed the order Tuesday evening and the Cockerels arrived Thursday evening. Sincerely, Mrs. Don Bean.

### GOOD SEEDS MADE HER FIRST GARDEN

#### A PLEASURE

Dear Mr. May: Syracuse, Neb., Jan. 30, 1923.

Will you please send me one of your Spring Seed Catalogues? I want to get my seed soon so I can have hot house plants. I bought your seed last year and certainly had fine luck. It was my first garden too.—Mrs. G. R. Stevens.

#### SATISFACTION GUARANTEED

Dear Friend May: Ohiowa, Neb., Dec. 4, 1922.

We received the Buff Orpington Cockerels last week. We are well pleased with them. We will have another order next fall for them and an order this spring for seeds. Yours truly, Mr. Will Higel.

# Here's My 1923 Farm Seed Prices



REG. IN U.S. PAT. OFFICE

DEAR FRIEND:

Here's my last farm seed price for this spring. Read it carefully—study it—compare my prices and quality of seed with anyone's and then I am willing to take your verdict. My farm seeds are new crop—all native seed—most carefully selected, and in many instances grown under our own supervision.

My "SHENANDOAH BRAND," means 99 per cent purity or better. "FANCY BRAND" means 98 per cent or better. Don't hesitate to write for samples, and we will get them out to you the same day. I welcome a comparison of my seed with others.

My prices are F. O. B. Shenandoah, customers to pay the freight. Good substantial sacks free—in most cases grain sacks. Some seeds shipped in strong burlap sacks. These prices are subject to stock being unsold upon receipt of order. Your letter will be carefully and cheerfully answered. Write today.

ALFALFA (60 lbs. to bu.)	1 to 10 lbs.,	
Nebraska Grown (non irrigated)	per lb.	per bu.
Choice (3d grade, good value)	\$.15	\$ 8.40
Special Lot "Nebraska"	.21	12.00
Fancy (fair quality)	.18	10.50
Shenandoah Brand (extra fancy, best grade)	.23	13.00
Dakota Grown (from the Black Hills)		
Choice (3d grade, good value)	.16	9.00
Fancy (good seed of fair quality)	.21	12.50
Shenandoah Brand (extra fancy, best grade)	.25	14.00
Dakota No. 12	.26	15.00
Certified Grimm		
Fancy	.41	24.00
Shenandoah Brand (extra fancy, best grade)	.42	25.00
Cossack (extra hardy)	.60	32.00
CLOVERS (60 lbs. to bu.)		
Medium Red		
Fancy (not the best but good seed)	.24	14.00
Shenandoah Brand (extra fancy, best grade)	.25	14.00
Mammoth Red		
Shenandoah Brand (extra fancy best grade)	.26	15.00
Alsike		
Shenandoah Brand (best grade)	.22	12.50
White Dutch		
Shenandoah Brand (extra fancy best grade)	.65	37.50
Sweet Clover (60 lbs. to bushel) all hulled and scarified.		
Hubam Certified "Shenandoah Brand"	.30	17.50
Special Lot "D"	.25	15.00
White Blossom Biennial "Shen. Brand"	.15	8.90
Fancy—good seed, fair quality	.14	8.00
Grundy County White Blossom Biennial (dwarf)	.17	10.00
Yellow Blossom "Shenandoah Brand"	.15	8.90
TIMOTHY (45 lbs. per bu.)		
Lot "Iowa"	.07	3.00
Fancy	.07	3.15
Shenandoah Brand (extra fancy best grade)	.08	3.50
Timothy and Alsike (25% Alsike)	.13	5.50
Timothy and Red Clover (25% Red Clover)	.13	5.75
	10 lbs.,	100 lbs.
	per lb.	per 100
Kentucky Blue Grass	\$.40	\$ 37.50
Orchard Grass	.25	22.00
Meadow Fescue (English blue grass)	.20	17.50
Canadian Blue Grass	.40	37.50
English or Perennial Rye Grass	.25	22.00
Red Top (Good Heavy Seed)	.30	28.00
Brome Grass (Bromus Inermis)	.15	23.00
PASTURE MIXTURES		
Lowland Mixture	.18	17.00
Highland Mixture	.18	17.00
Shenandoah Brand Mixture	.22	21.00
Annual Hog Pasture Mixture	.10	.09
MILLETS (50 lbs. per bu.)		
White Wonder	.05	.04 3/4 4.50
Hog or Broom Corn	.05	.04 3/4 4.50
Japanese Barnyard (Billou Dollar Grass)	.05	.04 3/4 4.00
Golden (German)	.05	.04 3/4 4.50
Siberian	.05	.04 3/4 4.50

OATS (32 lbs. per bu.)	1 bu.	5 bu.	10 bu.
	per bu.	per bu.	per bu.
Iowa	\$1.00	\$.90	\$.85
Iowa 103	1.00	.90	.80
Iowa 105	1.00	.90	.85
Regenerated Swedish Select	1.15	1.05	1.00
SPELTZ (40 lbs. per bu.)	1.85	1.80	1.75
SPRING WHEAT (60 lbs. per bu.)			
Marquis	2.50	2.35	2.25
BARLEY (48 lbs. per bu.)			
Improved White Hulless	2.50	2.35	2.25
Oderbueker	1.75	1.60	1.50
Mandshury	1.75	1.60	1.50
Champion Beardless	1.75	1.60	1.50
COW PEAS (60 lbs. per bu.)			
New Era	3.75	3.60	3.50
Whip-Poor-Will	4.00	3.85	3.75
Canadian Field Peas	4.25	4.15	4.00
SOY BEANS (60 lbs. per bu.)			
Ito San (yellow)	3.60	3.55	3.50
Manchu (yellow)	3.60	3.55	3.50
Columbian (green)	3.60	3.55	3.50
Black Eyebrow (brownish black)	3.60	3.55	3.50
Midwest (yellow)	3.50	3.45	3.40
	10 lbs.	100 lbs.	
	per lb.	per 100	
BUCKWHEAT	.05	.04 1/4	4.00
BROOM CORN (46 lbs. per bu.)			
Oklahoma Dwarf	.05	.04 3/4	4.50
Improved Evergreen	.05	.04 3/4	4.50
SORGHUMS (for forage and syrup)			
Kaffir Corn (white)	.04	.03 3/4	3.50
Milo Maize	.04	.03 3/4	3.50
Peterita	.04	.03 3/4	3.50
Black Amber Cane (fodder)	.06 1/2	.06 1/4	6.00
Orange Cane (fodder)	.06 1/2	.06 1/4	6.00
Syrup Cane	.15	Write for prices	
Sudan Grass	\$.20	\$.17	\$15.00
Dwarf Essex Rape	.11	.10	9.50
Vetch, Spring	.15	.12	10.00
Sunflower Seed	.15	.13	12.00
Flax Seed	.06	.05 1/2	5.00

MAY'S SELECTED SEED CORN	1 bu.	5 bu.	10 bu.
	per bu.	per bu.	per bu.
Shelled, graded and sacked.			
Disease Free	\$6.00	Write for prices	
All other varieties as listed in Catalogue, page 85	2.25	\$2.10	\$2.00
SEED POTATOES			
Red River Grown (Certified)			
May's Extra Early Eureka	2.50	2.35	2.25
May's Early Six Weeks	2.50	2.35	2.25
May's Early Ohio	2.00	1.75	1.50
May's Irish Cobblers	2.00	1.75	1.50
May's Rural New Yorker	2.00	1.75	1.50
SWEET POTATOES			
Yellow Jersey	per lb.	per hauper	
Naney Hall	\$.05	\$2.00	
	.07	3.00	
ONION SETS			
By Parcel Post or Paid Express	per qt.	per gal.	per bu.
Red	\$.20	\$.65	\$4.25
White	.20	.60	4.00
Yellow	.20	.65	4.50
Winter Tops	.20	.75	...
CYCLONE SEEDERS		\$2.00	Each

BE SURE to INOCULATE before sowing your ALFALFA, CLOVERS, SOY BEANS, SWEET CLOVER, COW PEAS



Inoculate your seed. It means better crops. Bacteria is cheap. Simple to apply. Directions on each can.

It isn't necessary to inoculate Alfalfa or Sweet Clover Seed if your ground has been in Alfalfa or Sweet Clover. Neither is it necessary to inoculate Red Clover Seed if the ground has been in Red Clover, Alsike or Medium Red Clover.

The date is stamped on every can by the manufacturer so you are sure of good fresh bacteria. See page 95 of my catalogue. Be sure to state kind of seed you want to inoculate.

1/4 bu. size	_____	\$ .40
1/2 bu. size	_____	.60
1 bu. size	_____	1.00

5 bu. size	_____	\$4.75
Garden size	_____	.20
(Peas, beans, sweet peas, three in one package)		

## LET'S CO-OPERATE—SAVE MONEY BY BUYING TOGETHER

These are the days when we must all work together, each fellow helping his neighbor as much as possible. Now what I have in mind is this: Speak to your neighbors, club your orders together and buy in larger quantities. Send your list to me and I will give you special prices. Each lot of seed will be marked separately so you will have no trouble when the seed arrives.

### SUDAN GRASS

Seed down those corners and small patches. Make them produce a lot of good feed for you and keep down the weeds.

Frank Welch, for twenty years superintendent of the Mount Arbor farms, Shenandoah, says of Sudan Grass:

**"I have found it a very profitable crop to plant late on spare ground—where the corn fails to come, and also land that is affected with morning glories. I believe Sudan Grass the best crop that I have ever used for killing morning glories. After you have put Sudan Grass on you will not be bothered with them any more."**

Sudan is a wonderful grower. Makes three crops—or, if you have plenty of feed, can plow the third one under, and on account of its dense green growth, makes a fine green manure crop for fertilizing. It is easy to handle and cure and is well liked by all kinds of stock. Besides, they do well on it. Furthermore, it has been demonstrated recently that a crop of Sudan Grass does not injure the land. All kinds of stock relish it.

Per lb.	10 lbs., per lb.	100 lbs., per 100 lbs.
<b>20¢</b>	<b>17¢</b>	<b>\$15.00</b>

### HUBAM

At last, the price of Hubam is down to EARTH. I paid \$5.00 a pound 2 years ago for the "Original Ames Strain" of Hubam Seed. From that 1 pound of seed I have grown enough on my own land here so I can let it go to you at only

**30¢ A POUND, \$17.50 PER BUSHEL**

Every farm has some spare ground on it and even if you don't want to try a large amount of seed, put out an acre or so. If broadcast, seed about 15 to 20 pounds, or if drilled in 30-inch rows 3 to 5 pounds to the acre. Hubam is an annual, blooms, seeds and dies the first year. Makes as much top growth in one year as the Biennial Sweet does in two years. **"IT'S THE CLOVER THAT SAVES A YEAR."**

My Hubam is CERTIFIED, HULLED and SCARIFIED. At this reasonable price every progressive farmer should try it. Why have land lying idle in grain stubble even for a part of a year? Hubam will produce a hay, seed or a crop for turning under in one year. My "Shenandoah Brand" 99% pure, certified, scarified seed—only **30¢ A POUND—SACKS FREE.** We were the first one-half dozen growers to grow this seed in quantity.

Let me fill your order.

#### MY ALFALFA SEED PLEASURES

Sidney, Iowa, Jan. 16, 1923.

Dear Mr May: I bought some of your Shenandoah Brand Alfalfa Seed and sowed it in April without any nurse crop. It came on fine and made the finest stand in the country. It made a little better than three tons to the acre this summer of fine hay. I am well pleased with it. Yours truly,  
Bessie L. Estes, Route 3

## HERE ARE SOME SPECIAL LOTS

of seed that I am closing out at REDUCED PRICES. I will guarantee they are all good seeds, new crop of good germination and purity.

You can depend on every bit of seed you get from me being as I represent it. No half way business about it. Take advantage of these good values I am offering here. You will be well satisfied and glad I urged you to.

### LOT "NEBRASKA" ALFALFA

Purity 98 Per Cent. Germ 88 Per Cent.

**\$12.00 PER BUSHEL**

This is a good lot of Nebraska Grown Seed. It isn't as good as my "SHENANDOAH BRAND" grade but is a good grade of seed, better than my "FANCY" grade and at the price will go in a hurry. Send in your order now and

**Save \$1.00 Per Bushel**

### LOT "IOWA" TIMOTHY

Purity 99 Per Cent. Germ 92 Per Cent.

**\$3.00 PER BUSHEL**

Here is a special lot of Iowa Grown 1922 Crop Timothy that can't be duplicated for the money. Timothy is the cheapest Seed you can buy. Let me reserve your seed now.

**\$3.00 Per Bushel**

### LOT "D" CERTIFIED HUBAM

**25c PER LB., \$15.00 PER BUSHEL**

Cheaper than Red Clover. Here is your chance to get into the Hubam game. The cheapest fertilizer grown. If you haven't given Hubam a trial, don't wait any longer. Take advantage of this. Not as good as my "SHENANDOAH BRAND" but a very good lot of seed.

**Special Offer: 25c lb., \$15.00 per Bu.**

### LOT "ILLINOIS" MIDWEST SOY

**BEANS \$2.95 PER BUSHEL**

If you haven't some SOYBEANS on the place for the hogs to work in, you are not making the most of your land. And your hogs are not making the most for you. It is cheaper than Tankage. Don't let your neighbor get ahead of you. **PLANT SOME SOYBEANS.**

**\$2.95 Per Bushel**

**10 STANDARD PLUM, 2-3 FEET,****FOR ONLY \$2.00**

Don't hesitate to plant small trees, they'll grow. YOU WERE SMALL ONE DAY. Can't you remember 'way back when you lived on your home farm how you had a good old plum thicket and you and your neighbor boys and girls romped and played there?

Well, those were good old days—now, I'm going to give you a chance to plant a real Plum orchard of the very best varieties that are hardy and adapted here in the middle west and northwest. This splendid list of 2-3 feet native and Hanson Plums for only \$2.00, f. o. b. Shenandoah.

**HERE THEY ARE: OPATA, SAPA, WANETA, TERRY, WILD GOOSE, OMAHA, WOLF, DESOTO, BURWOOD and FOREST GARDEN—all true to name and a fine lot of leading named varieties all for only \$2, 2-3 foot trees.**

**GRAPES**

In my catalogue, you will see that I am offering a large list of the leading varieties of Grapes. I often get calls from people who ask which is the best Grape for making Grape juice and wine. My answer is Concord. It ripens more evenly than the others, is hardy, and for that reason I would suggest you use it, as it can be used for so many purposes that it has become as well known to grape users as the Ford car to the auto users.

The Clinton Grape also is a very good one for grape juice making, as it is small with a racy flavor and is a trifle more sour than Concord; price same as Concord. Catawba is also a leading Grape used for wine purposes, but requires a much longer time than does the Concord. (See catalogue for price on Catawba). The juice from the Catawba Grape is of a musky-dreamy flavor.

**"DON'T DO SUCH A SIN AGIN',  
MAKE IT SHORT, FINIGIN' "**

I suppose you wonder what this kind of a title has to do with the Seed Business. Well, perhaps you can remember like I do about that old poem entitled, "On Agin', Off Agin', Gone Agin', Finigin'."

The story ran something like this: A wreck occurred on a leading railroad and the section foreman, Finigin', wrote to the superintendent, Flannigan, and spent most of the night writing details of the wreck and in all he wrote 10 pages. After Flannigan had finished reading it he wrote back to Finigin' these words: "Don't do such a sin agin' make it short, Finigin'," and when the next wreck occurred, Finigin's report to Flannigan ran like this: "On agin', off agin', gone agin', Finigin'."

I remember when I was a boy, we used to get a lot of seed books at our house but the trouble was they were all written in such a stilted, hard-to-read way that you could not get much out of them. First would be a long botanical name—then a description which was hard to understand and I said to myself then: "If I ever write a seed book, which I hope to do some day, I am going to make it plain as possible," so I have endeavored in my book to make it plain and easy for you to read. I tried to make descriptions just long enough to be interesting and get to the point. I hope you haven't found it tedious or hard to understand. If I have, you just write me and say: "Don't do such a sin again, make it short."

**BUTTERFLY BUSH**

I want everyone who likes flowers to try this new bush. If you are not satisfied with the result you get from it, we will return your money to you. The picture on page 31 of my 1923 Seed Catalogue will give you an idea of about the height that it will grow.

The flower resembles the delicate purple blooms of the lilacs. It is very fragrant, and will attract many beautiful colored butterflies to it through the late summer months.

Price: 35¢ each; 3 for \$1.00.

**MY BUSINESS IS BASED ON  
FRIENDSHIP**

I read a few days ago where someone wrote a little poem, and it struck me that it had a lot of common sense homely truth throughout in it. Hope you will like it as well as it struck me. Here it is:

Business is business, but life is life;  
We are all in the game to win it,  
Let us rest sometime from the heat and strife  
And try and make friends a minute.

Just as my Mayview publication is about ready to go to press, I opened up the afternoon mail and here is a letter from my friend, Nelson Lewis, Tallant, Oklahoma. I print this, not because I like to be flattered but because it shows the friendly good fellowship spirit, and making friends after all is about the most important thing in life. I think this is pretty good poetry, don't you?

"The writer lives in Oklahoma,  
A wonderful state, I say,  
And when I want pure garden seeds  
I order from Earl E. May.  
Now May is strictly honest—  
We always depend on him,  
His book is so full of good things—  
It will make your old head swim.  
It's a pleasure to look at the pictures  
That May's book always shows.  
The children always look for it  
It tickles them clear to their toes.  
Earl E. May is the seed man  
Because of his truthful word  
Has enabled many a truck farmer  
To ride in a Henry Ford."

**LET ME HELP YOU**

Here's exactly what I mean. The following is a letter from August Feldhahn, Hartley, Iowa, in which he says: "What kind of a fertilizer would you recommend for apple trees when you plant them—or, is it better not to use any fertilizer? Let me hear from you in regard to same." This postscript came in a nice little order for garden seed. Here is my reply: "Dear Mr. Feldhahn: Use clover and plow it under in fall. If you sow Hubam can plow it under the first year—other clovers, second year. If any trees show need of other fertilizer, use stable manure at the rate of three tons per acre, and plow under. As a rule orchards in Iowa do not need fertilizing. Hubam is the clover that makes the heavy top growth in a year, and would be just the thing for orchard fertilizing. It was discovered at the Ames Experiment Station." See page 79 of my catalogue.

Yours truly,  
EARL E. MAY.

P. S. Send along any more questions you may have—we like to be bothered.



# Strawberries

Someone once said: "The creator might have made a better berry than the Strawberry, but he didn't." I guess that we can all agree to that. Folks may differ on many things but they seem to be agreed in their admiration for this red cheeked,

sweet natured pal of early summer.

For garden purposes, set 15 inches each way leaving a pathway every third row. For field culture, set in rows 4 feet apart, 12 inches apart in rows.

## HERE'S THE NEW CHAMPION EVERBEARING STRAWBERRY

(See actual photograph front cover). I have heard so many people say, "I wish that we had an Everbearing Strawberry with larger berries," so I've been watching for just that kind. Well folks, **HERE IT IS**, sure as you're alive. Now the berries aren't as large as Dunlap, but they're larger than Progressive, and as red as the reddest red you can imagine—flavor delicious and sweet. Every plant that I sell will commence bearing ninety days after plants are set. The **CHAMPION** plants all bear **BIG CROPS** of strawberries. It bears better through dry weather than others. Now I don't want to hold you up. I have experimented with it myself, and picked berries all summer off of the plants, and I'll say this to you, you'll be satisfied—a hundred fold on this berry.

### HERE'S THE FACTS ABOUT CHAMPION

1st, An Everbearer; 2nd, Big in size; 3rd, Big in yield; 4th, Rich in flavor; 5th, Beautiful red in color; 6th, Require less moisture than the other Everbearers; 7th, Earliest to ripen of all in the spring; 8th, Twice as productive as other Everbearers; 9th, Commences to bear 90 days after set, and keeps at it until winter; 10th, Now you'll probably say like Rastus, "Say, mister, what's its faults?" Well, it has one—it is not a great plant maker but as a friend of mine said, "We can't eat the plants, so after all, this fault is a virtue."

Send for **CHAMPION** now. When my plants run out, I'm through for the year—will have to wait until next year, so let's get started now.

**PREPAID—25 for \$1.00, 100 for \$3.50.**

Try twenty-five anyway, and you'll order 100 next year, sure.

Prices on June Bearing Varieties except as noted, good strong No. 1 plants prepaid, 25 for 25¢; per 100, 75¢; not prepaid, by express, per 1,000, \$6.00.

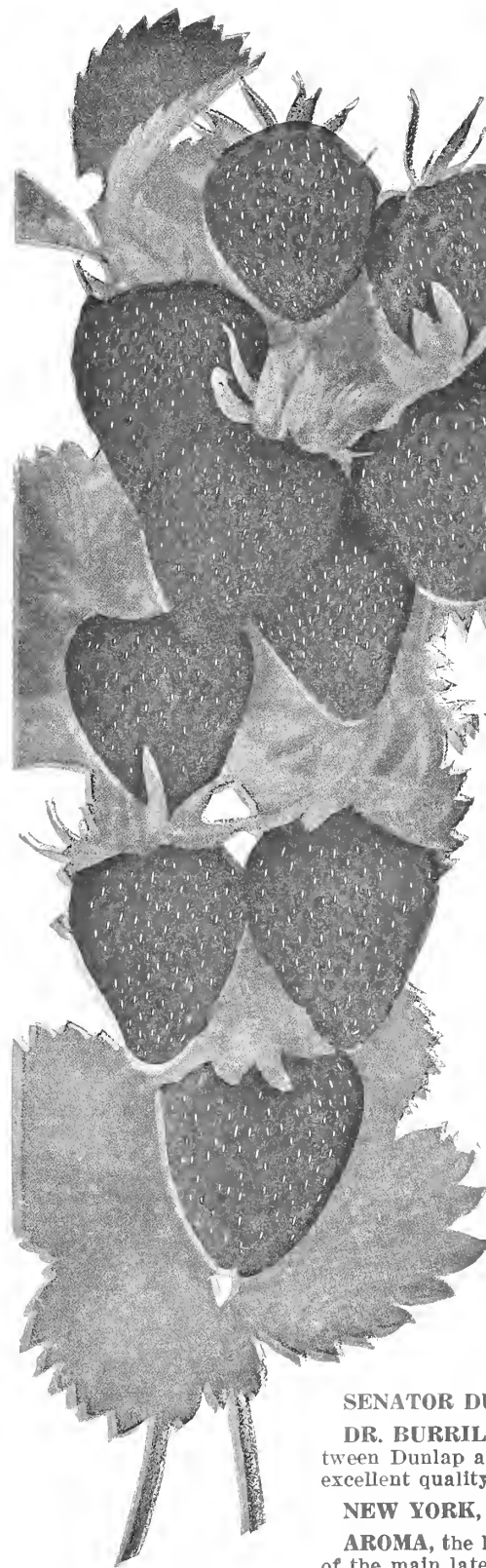
**SENATOR DUNLAP**, the old reliable Strawberry—dark red, tipped with pink.

**DR. BURRILL**, known as the "Million Dollar Strawberry." This berry is a cross between Dunlap and Crescent. Berries have beautiful dark red color, a good plant maker, excellent quality.

**NEW YORK**, similar to Dunlap, except in this territory it seems to ripen more evenly.

**AROMA**, the leading standard variety for southern Iowa and points south of there. One of the main late season varieties for Missouri.

**GIBSON**, mid-season variety, beautiful dark red and the plants produce enormous crops, ripens along with the Senator Dunlap. Berries are large throughout the entire picking season.



**SENATOR DUNLAP**

**IMPROVED PROGRESSIVE**. Berries resemble Dunlap in size, shape and color, good yielder and the first successful Everbearing variety that was introduced, sure cropper and will bring you big crops of berries up until snow flies. One of the first to ripen in the spring and the last to give up in the late fall.

Prepaid, per 25, 50¢; per 100, \$1.50; not prepaid by express, per 1,000, \$12.50.

# BABY CHICKS

Dear Friends:

I wish that I could send you all the letters that I received from my customers this past season complimenting me on the fine lot of chickens which I have sent them.

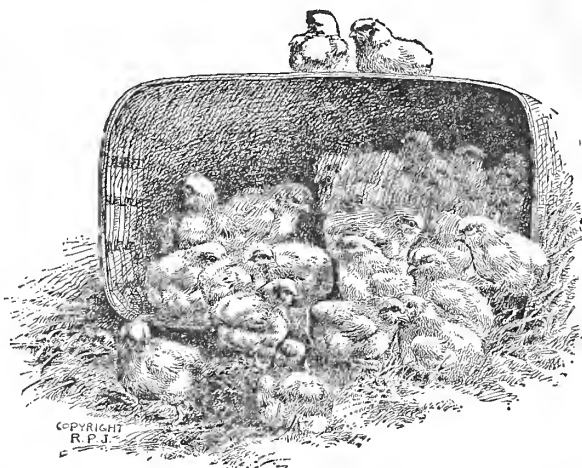
I have been handling poultry along with my Seed and Nursery business ever since the business was started and for several years, have been handling Baby Chicks. Last spring I was unable to take care of all the orders forwarded me for Baby Chicks but this year, believe I am going to be able to handle them satisfactorily. My Mammoth Incubator is now running and I am in position to hatch 50,000 Baby Chicks during the months of Feb., March, April and May.

Ernest Leacox, who is connected with my firm, has made a special study of the poultry business and has handled some of the leading varieties of poultry all his life. He is a qualified poultry judge, capable and experienced in handling poultry of all kinds.



## HATCHING

I will hatch Tuesday of each week and chicks will be packed in strong baby chick boxes and sent by Parcel Post PREPAID. Only strong vigorous chicks are shipped. I GUARANTEE YOU A 97% LIVE DELIVERY TO YOUR DOOR POSTPAID. No matter where you live, my chicks are guaranteed to reach you in good condition ready for their first feed. I also guarantee that the class of chicks which you purchase from me will be good strong healthy chicks from good standard bred stock.



Our Mr. Leacox, is in demand at many of the leading Poultry Shows and Fairs through this part of the country. I handle several of the leading varieties of poultry on our own farms and Trial Grounds and use the utmost care in selecting and breeding high quality chickens. I am confident that the quality of chickens which will be shipped from my hatchery will please you.

RESERVE YOUR BABY CHICK ORDERS EARLY and they will be shipped to you at the proper time. Please state definitely the time that you wish shipment made.

## QUALITY

I do not sell scrubs or second grade chicks but offer you an unusual opportunity to start with high grade chicks at a small cost. Please do not compare my chicks with the ordinary hatchery stock as I am offering only standard bred quality from leading varieties.



May Seed & Nursery Co., Shenandoah, Iowa.

100% DELIVERY.

Gregory, S. D., June 21, 1922..

Dear Sirs: I just received the baby chicks today and was sure well pleased with them. They are sure a lively bunch. There was only one dead and I guess you must have put it in for a good count as I have 150 live chicks now, just what I ordered. I have heard of different ones ordering chicks but none with as perfect delivery as these were. I have them in my brooder now. If I send for any more chicks next year I will sure order from you again. Thanking you very much for your 100% delivery. Yours respectfully, MRS. A. E. WEST.

## PRICE LIST MAY'S BABY CHICKS—SPRING 1923

50,000 Standard Bred Chicks for shipment; all delivery charges paid; 97% delivery guaranteed; order today; delivery during March, April, May and June.

Variety	25	50	100	200	500
Barred Rocks	\$5.00	\$ 9.50	\$18.00	\$35.00	\$ 85.00
White Rocks	5.00	9.50	18.00	35.00	85.00
White Wyandottes	5.50	10.00	19.00	37.00	87.50
Columbian Wyandottes	6.50	12.00	21.00	41.00	100.00
Rhode Island Reds (Single and Rose Comb)	5.50	9.50	18.00	35.00	85.00
Buff Orpingtons	6.00	11.00	20.00	39.00	95.00
Black Langshans	6.00	11.00	20.00	39.00	95.00
White Leghorns, Single Comb	4.00	7.50	14.00	27.00	65.00
Brown Leghorns, Single Comb	4.00	7.50	14.00	27.00	65.00
Buff Leghorns, Single Comb	4.00	7.50	14.00	27.00	65.00
Rhode Island Whites	6.00	11.00	20.00	39.00	95.00
Odds and Ends (for broilers)	4.00	7.50	14.00	27.00	65.00

## RED FEATHER BUTTER- MILK

In automatic feeder package, will feed 100 Baby Chicks two weeks.

\$1.00 Postpaid



## VACCINATED STANDARD BRED COCKERELS, HEALTHY, VIGOROUS BIRDS

White Plymouth Rock Cockerels	\$3.00 each	3 for \$8.00	5 for \$11.50
Rose Comb Rhode Island Red Cockerels	3.00 each	3 for 8.00	5 for 11.50
S. C. Rhode Island Red Cockerels	3.00 each	3 for 8.00	5 for 11.50
R. C. White Wyandotte Cockerels	3.00 each	3 for 8.00	5 for 11.50
S. C. Buff Leghorn Cockerels	1.75 each	3 for 4.50	5 for 6.50

## VACCINATED STANDARD BRED PULLETS THAT ARE NOW LAYING

Barred Plymouth Rock Pullets	\$2.50 each	3 for \$6.00	5 for \$ 8.00
White Plymouth Rock Pullets	2.50 each	3 for 6.00	5 for 8.00
S. C. White, Buff and Leghorn Pullets that are sure some layers	2.00 each	6 for 10.50	12 for 18.00